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ABSTRACT

This promotional brochure, one of 10 in a series on videotex, explains applications of videotex and the North American Presentation Level Protocol Syntax (NAPLPS) standard system (known as Telidon in Canada) for creating, storing, and transmitting text and color graphics information on a television screen or computer terminal. The specific projects that are described include Canadian applications of videotex to advertise products and services, provide shop-at-home and bank-at-home services, provide pilots with up-to-date weather information, administer driver training tests, keep farmers updated on commodities, give stock reports, create trade show displays, transmit medical information, store a music industry database, inform communities about bus schedules, provide training and educational programs, deliver electronic classified ads, and play games. For each project, a contact name and address is included for additional information. (LMM)

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VIDEOTEX – A THOUSAND AND ONE APPLICATIONS

A few short years ago, the words Telidon, NAPLPS and videotex were unknown. Today, they represent the newest and in some ways the most far reaching wave of the computer communications revolution.

Videotex has the power and potential to change the way we learn, shop, bank, and receive information. Now, having undergone extensive development and market testing, it is coming on stream fast as a major new computer communications medium. Consumer services using videotex have begun, backed by some of the largest players in the industry — AT&T, CBS, IBM, Knight Ridder, Times Mirror, Honeywell, Infomart and others. And throughout the continent, businesses and organizations are finding thousands of uses for the technology.

Some applications, such as the recently launched Viewtron service in Florida, require significant corporate investments. But so powerful and flexible is this new medium, that hundreds of companies and organizations are using it to increase sales, improve profitability, present information in new and comprehensive ways, communicate to selected targets, and simplify information management.

Many of these applications may require little more investment than a standard personal computer.

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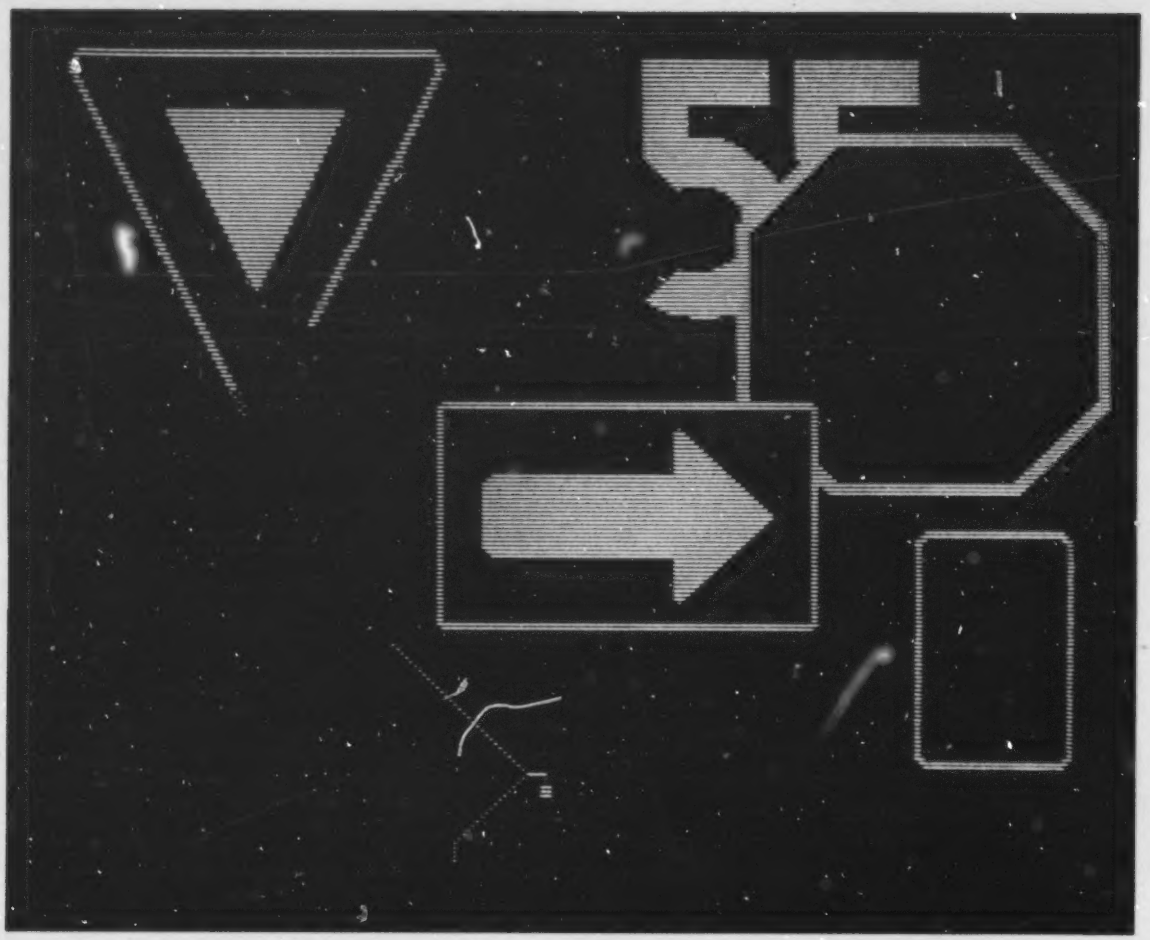
NAPLPS – WORLD'S MOST ADVANCED VIDEOTEX TECHNOLOGY

NAPLPS is the world's most advanced videotex system. Developed in Canada in the 1970s, it is now being used by all of the major North American communications and publishing companies offering consumer-oriented videotex services. In Canada, we call it Telidon, and Telidon and NAPLPS (North American Presentation Level Protocol Syntax) are identical.

Although other videotex systems exist, NAPLPS has become the North American standard because it is so obviously superior to competing systems. Its graphics capability allows the creation of stunning high-resolution graphics and drawings, using a choice from among thousands of colours in its palette. The NAPLPS protocol to create, store and transmit information uses a fraction of the storage and transmission requirements of other systems. As communication over long distances becomes more and more common, the NAPLPS parsimonious coding techniques are of tremendous cost-saving value.

Now that a North American standard has been adopted, the communication of graphics information becomes as simple and as standardized as the ASCII system has become for the transmission of text and numbers.



In the meantime, the computer is busy choosing the next question from an item bank of several thousands of questions prepared by professionals in the appropriate discipline.

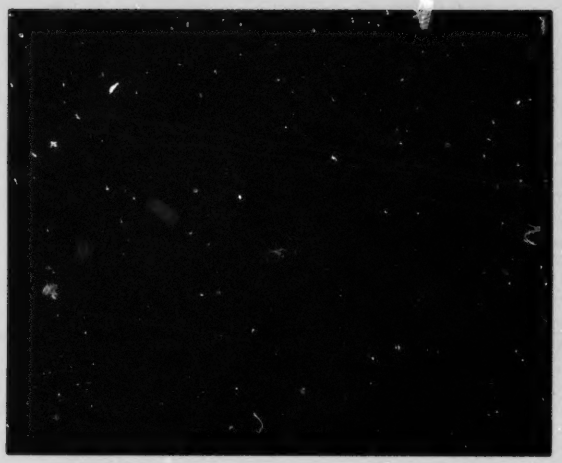
When the driver chooses an answer, he or she is placed on a knowledge scale. The computer, using latent trait test algorithms, sizes up each response and chooses the next question accordingly. In this way, the system tailors or adapts the test to each applicant.

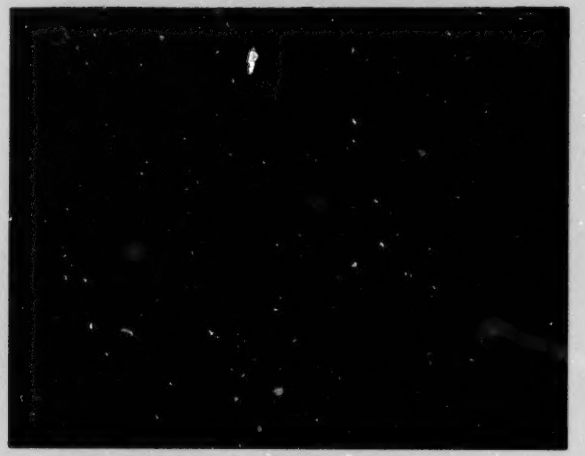
Studies indicate that more demanding driver's tests stimulate a need for better training. One recent program in the Eastern U.S. shows a reduction in accidents among new drivers (predominantly teenagers) of 19 per cent as the result of better testing and training.

According to Dr. George T. Woods, who is overseeing the project, the test breaks new ground in a number of significant areas.

"This pilot project is the first use of NAPLPS for testing that we know of," says Wood. "It's also the first full-scale use of latent trait testing theory, a statistical technique developed for the U.S. Government at the University of Tennessee."

The B.C. system, operated by Adaptive Testing Network, calls for NAPLPS colour terminals to be installed at Motor Vehicle Department offices throughout the province.





VIDEOTEX AIDS VETERINARIANS

The University of Guelph has developed an information service for veterinarians using teletext technology. Called Vet-Tel, the service brings up-to-the-minute information into the homes and offices of Canadian veterinarians.

Vet-Tel is a fast, dependable, inexpensive communications tool with colour graphics and animation capabilities. It helps veterinarians keep up with the latest research findings, epidemiological information, products, services, and professional upgrading opportunities.

In addition to supplying information, Vet-Tel offers:

- messaging to link veterinarians with each other, with government agencies and farm clients;
- inventory control to provide individual clinics or multiple clinic operations with a means of keeping track of supplies, drugs, and equipment; and
- interactive programs to aid in diagnosing and treating illness and in making decisions such as whether to buy or rent, what mortgage terms to arrange, and how to optimize use of buildings and equipment.

Subscribers also have access to the vast Grassroots database, the videotex information system now serving western Canadian farmers.

Vet-Tel subscribers purchase a Telidon – NAPLPS terminal and pay a monthly subscription fee to access the database. Information is available on a 24-hour basis.

Development of the Vet-Tel network is continuing at the University of Guelph's Telidon Centre, with input from the faculty and staff at the Ontario Veterinary College, other veterinary colleges and veterinary associations, industry and practising veterinarians.

For further information, contact: Martha Leibbrandt, Liaison Programs, Ontario Veterinary College, University of Guelph, Guelph, Ontario, Canada, N1G 2W1.

VIDEOTEX: A MEDICAL FRIEND

The demand by consumers and professionals for over-the-counter and prescription drug information has caused the pharmaceutical industry to explore the enormous potential of information dissemination through videotex.

According to St. Clair Videotex Design Inc., a company that specializes in videotex applications, the growth of public awareness in general health and fitness has meant an increased interest in information on self-medication.

Ready information is important to the public and St. Clair sees it being made available on remote databases accessed in the home, or from stand-alone units in drugstores and medical institutions.

Specific applications can range from how to bandage a sprained ankle, through hints on handling emergency situations, to precise information on vitamin requirements.

Videotex is also the ideal solution to the problem of providing constantly updated information to the medical profession. Until now, this information was disseminated through the print media. Because of the time lag, some material was obsolete before it was even received.

One pharmaceutical company, for example, has created a databank of drug information and, using stand-alone units, delivers it to the medical profession at conferences and symposia.

The databank contains basic introductory information on pharmaceutical products as well as fully documented details, including illustrations and graphs on dosage, precautions, side effects, and other aspects.

Such applications can also be extended to the hospital environment, where health professionals would have instant access to a library of drug information, constantly changing and continually up to date.

For further information, contact: Doug Peter, President, St. Clair Videotex Design Inc., 40 St. Clair Avenue West, Suite 800, Toronto, Ontario, Canada, M4V 1M6.

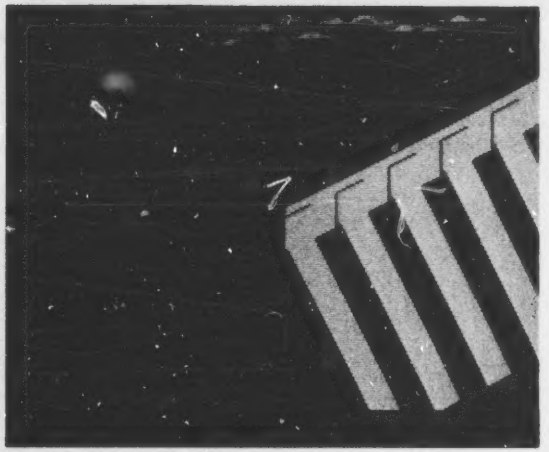
ALASKA STUDENTS NO LONGER ISOLATED

In Alaska, 250 communities are spread throughout the mountainous state and only 10 per cent of them can be reached by road.

This, coupled with the harsh climate, presents special problems for educators.

Now a broadcast teletext distribution system has been installed to beam text and graphics to each of these remote communities so that students can interact with their instructors.

Students are provided with teletext decoders. The University, or Department of Education via the Learn Alaska Network, then beams information, or even an entire computer program to the students. The videotex technology can translate these programs for direct viewing on the television screen.



The system was developed and installed by Systemhouse of Ottawa, Canada.

The service is based on the North American Videotex Standard - NAPLPS - and is delivered via the Learn Alaska Instructional Communication facilities of Alascom, the common carrier in Alaska.

The University of Alaska Instructional Telecommunications Consortium (UAITC) operates the Learn Alaska Network on behalf of the state-wide university system and the Alaska Department of Education.

Bill McCaughn of the UAITC said there was "no other system like this in the world. At present there are approximately 1,500 Apple II microcomputers in use in public schools and university facilities in Alaska's 250 communities.

"The students use these computers as well as audio teleconferencing and broadcast television as a primary means of receiving major portions of their instruction.

"For example, they can use their television sets to receive instruction on how to use their computer. They may receive a specific course via television and use telephone audio conferencing calls to discuss work with the instructor teaching the course.

"The videotex system has significantly enhanced all this by providing an additional means of accessing new or previously unavailable information."

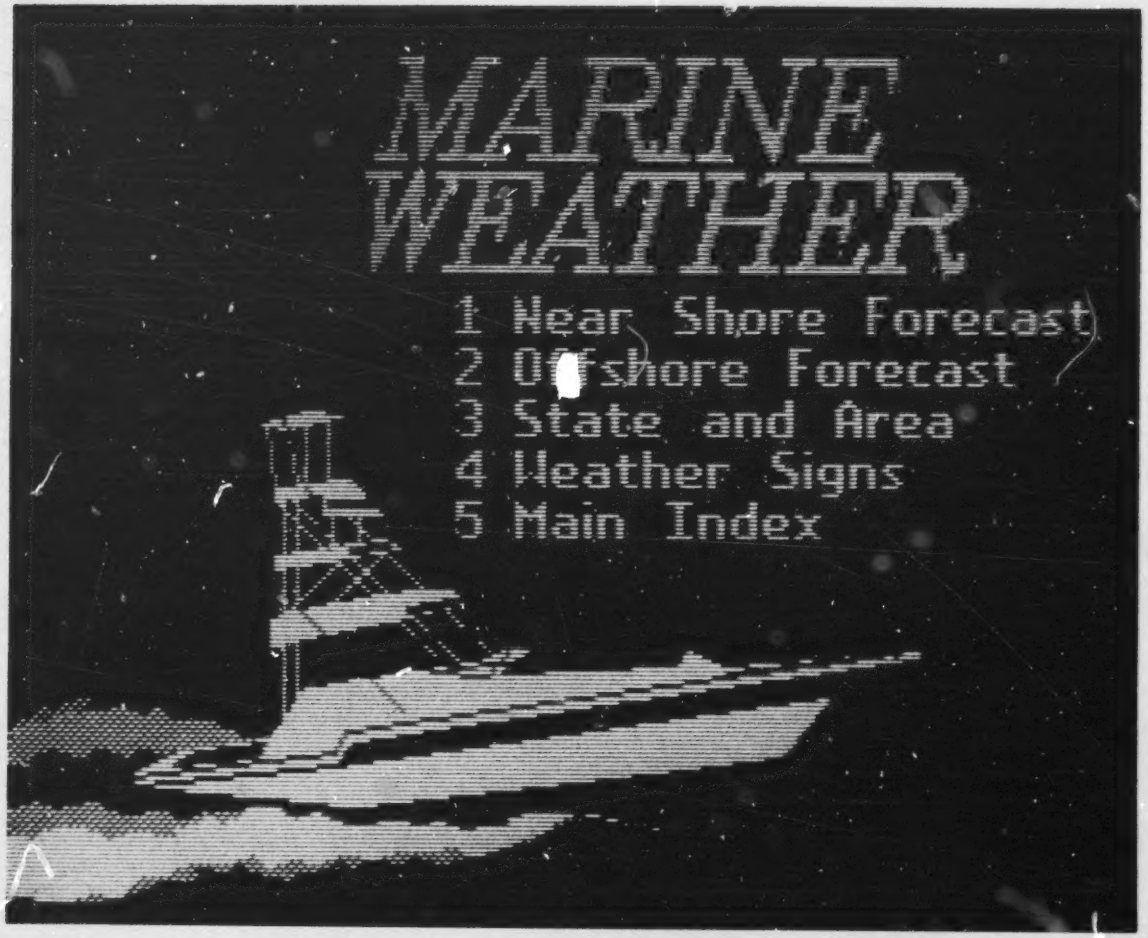
A student who is unable to be present during the actual time that a course is being offered on television or by audio conference is able to access support material discussed during the presentation by calling up his course work instantaneously.

Audio conferencing has been greatly enhanced by the provision of visual support material in videotex format using the television screen.

A student anywhere in Alaska may call his instructor on the phone, ask questions, and have the visual support of teaching aids while his questions are being answered.

The system creates an environment as close to that of a normal classroom as is possible for students who are physically separated by great distances.

For further information, contact Systemhouse at 1300 N. 17th Street, Suite 1535, Arlington, Virginia, 22209. Telephone (703) 276-0500.



VIDEOTEX: THE RACE IS ON

Videotex is being used to advertise products and services. To provide shop-at-home and bank-at-home services. To provide pilots with up-to-date weather information. To keep farmers updated on commodities. To inform commuters about bus schedules. To provide training and educational programs. To deliver electronic classified ads. To play games . . . Its range of applications seems to have no limit.

This brochure explores some of the ways in which videotex is currently being used by companies and organizations both large and small. Because Telidon was invented in Canada, and Canadian companies have had more experience in NAPLPS technology than others, the brochure focuses attention on Canadian-designed-and-built systems and services. It features the same companies that some of the largest computer communications and information organizations in North America have turned to in designing and building videotex systems. More importantly, it demonstrates how Telidon - NAPLPS technology is being used productively in many different kinds of applications. Some may be similar to applications your company or organization could profitably explore.

One thing is certain. Videotex applications are beginning to sky-rocket. And although we are still witnessing the early stages of development and implementation, market research studies indicate that it will soon represent a key element in the way all of us receive information and conduct business.

WHAT IS VIDEOTEX?

The heart of NAPLPS videotex is a dramatic new system of creating, storing and transmitting text and colour graphics – information – on a television screen or computer terminal. Information created and stored in data banks can be retrieved by a user at the push of a button through a decoder. NAPLPS information can be transmitted by any medium — telephone, cable, satellite, fibre optics or, in its broadcast form, over part or all of a TV channel. Broadcast videotex service is known as teletext.

Because of its high-resolution graphics capability, and the fact that it is now the accepted protocol in North America, NAPLPS is quickly emerging as the universal medium for computer graphics encoding and transmission.

THE BASIC SYSTEM

A videotex information provider system provides the means to generate, edit and update pages (a page is one screenful of information), including full high-resolution graphics, for a NAPLPS-based information service. This can take the form of sophisticated dedicated equipment or, with appropriate software and hardware enhancements, it can be carried out by some personal computers. Pages of information once created can be stored in a computerized data bank.

To receive Telidon – NAPLPS based information, a user requires a decoder and a slightly modified colour TV set. With appropriate software and hardware, some personal computers can act as Telidon decoders, with the pages of information being displayed on the computer screen.

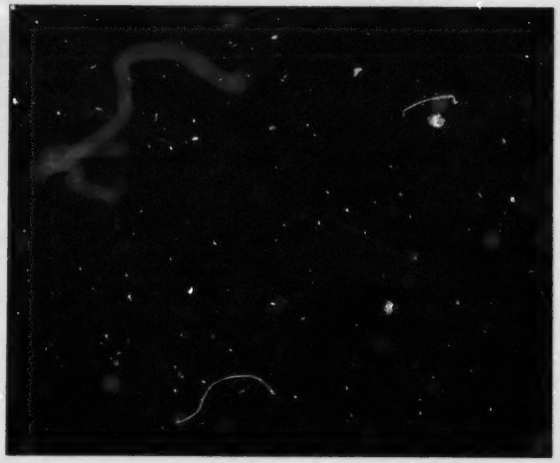
While many Telidon systems require information to be transmitted from a data bank to a user, some operate as stand-alone systems, in which all of the pages are stored at the user terminal. These stand-alone systems are ideal for such purposes as audio-visual presentations, replacing traditional 35 mm slide presentations with sophisticated electronic productions at exhibitions, displays, shopping malls and similar publicly accessible places.

SIMPLICITY: THE KEY

The simplicity of the system — a user can master it instantly with no previous computer experience — and its elegant graphics capability remove many of the shortcomings of other computer communications media. Because the user has the power to select what information he or she wants, it is much more flexible and powerful for many purposes than one-way-only media such as print and broadcasting.

Videotex can be an instant slide show, with slides being created layer upon layer before the viewer's eyes in thousands of tints and hues. It has proven to be especially valuable for many types of advertising, precisely because the user can select and home in on the specific information he or she wants or needs. And it can be available 24 hours a day, seven days a week. Information can be instantly and painlessly updated, so that data are never outdated.

Join us for a glance at how Telidon technology and systems are being used today, effectively and profitably, by many businesses and organizations.



GRASSROOTS MOVEMENT

Grassroots, an agricultural database designed to meet the needs of modern farmers, was the world's first commercial NAPLPS videotex system.

A joint effort of the Manitoba Telephone System (MTS) and Infomart, a major Canadian electronic publishing company, Grassroots was launched commercially in May 1981.

Grassroots offers users information on crops, education, farm labour pools, energy, farm management, supplies and services, market reports, weather, financial news, financial planning aids, food, government services, livestock, money management, mortgages, insurance, products, and many other subjects.

Data that is highly volatile, such as weather, is used frequently. Users can access World Weatherwatch, the most sophisticated, accurate, up-to-date computer-generated satellite weather forecasting service available.

Forecasts are revised three times daily and provide weather information for approximately a 50-mile radius around most farms. In addition, current and long-term forecasts for both the Prairies and North America, as well as daily forecasts for temperature and rain are available. Soon to come are computer-generated maps showing growing degree days and soil moisture content.

Market data seem to be the most valuable information and one farmer says he paid for the first year's use of his system with just one deal he made based on information provided by Grassroots.

Farmers can access the Winnipeg Commodity Exchange for complete price and volume information for all on-board grains traded in the futures market, on a 15-minute delay directly from the trading floor.

Also available is the Herald Grain Newsletter pinpointing current market trends in the futures market, a weekly summary of the supply and movement of existing stocks of grain in Canada, and daily comprehensive information on prices for all grades of cattle for the major markets in Canada and the United States.

In the future, emphasis will be placed on providing comparable service and data, plus an extensive array of business data so that farmers will have access to all relevant information for the profitable operation of their businesses.

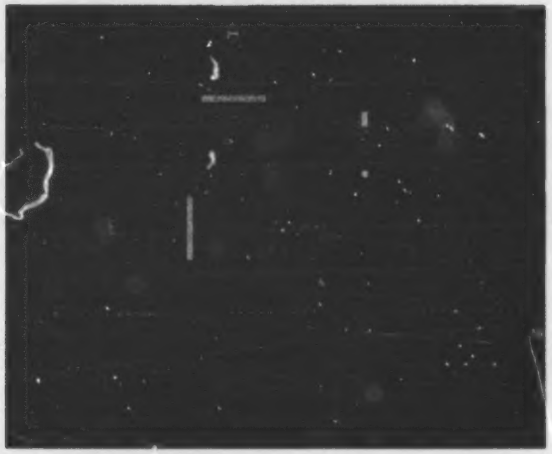
The growth of the system has been steady, from 50 terminals in 1981 to over 1,500 paying subscribers expected by the end of 1983. At present, there are 20,000 pages provided by 120 information suppliers.

Infomart, as systems operator, has responsibility for the service: operating the computer facility, a DEC VAX 780; developing and maintaining all software necessary to support it; obtaining and supporting information providers; providing page creation services; and promoting and marketing the service to the user community. MTS provides network support and terminal lease arrangements.

Grassroots was designed to meet the specific needs of the farming industry in Southern Manitoba. However, it has since expanded into Ontario and California and plans are afoot to develop a national service in the U.S.

For further information, contact: Infomart, 164 Merton Street, Toronto, Ontario, Canada, M4S 3A8.

BAD DRIVERS NO MATCH FOR VIDEOTEX



The Province of British Columbia, Canada, has switched to videotex for driver training.

Two British Columbia companies have produced an electronic testing capability which combines NAPLPS graphics and computer-aided test theory.

With it, the government can test a driver's general knowledge of laws of the road and adapt the test to the person's level of knowledge.

When a driver sits at a terminal and signs in, text appears on the screen, explaining the test and giving instructions. Full colour Telidon – NAPLPS graphics present the situation, a question appears, text and multiple choice answers are presented.

The driver is instructed to choose a response and enter the appropriate number in the keyboard. If the driver chooses the wrong number, the computer notes the choice and asks him or her to try again, until a correct response is given.

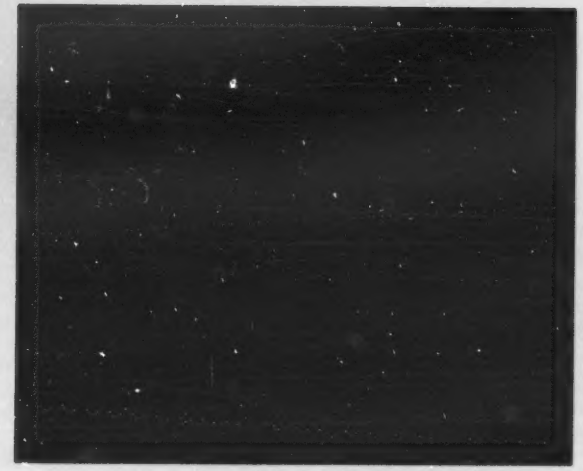
AN OLYMPIC TASK

Tayson Information Technology of Toronto, Canada has installed a one-way information system operating on cable television in the City of Calgary, Canada. The system gives the viewers up-to-date information on road conditions, tax programs, recreation programs, transit services, social services and meeting notices.

The City of Calgary has selected Tayson to design and implement the videotex public communications system for the 1988 Winter Olympic Games, to be held in that city.

The company is also installing an interactive Telidon-based consumer information centre in San Francisco.

Tayson has also developed VAST (for videotex application system). It was the first videotex application package to run on the IBM PC. It now runs on the IBM PC-XT or compatible microcomputers and can be readily adapted to run on any CP/M computer.



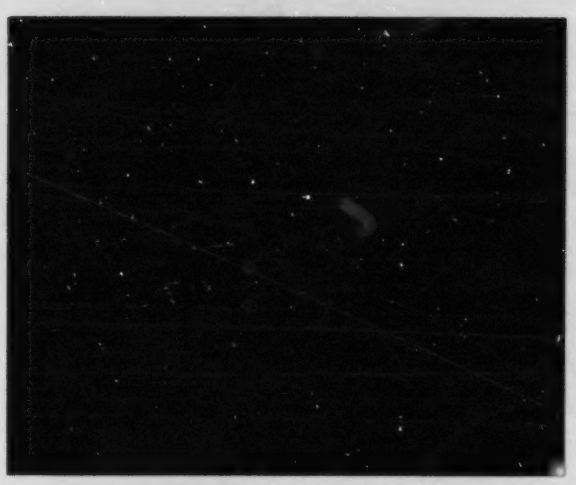
VAST allows a customer to graphically create, store, recall and telecommunicate videotex graphic frames. It includes features such as NAPLPS graphic frame creation, local storage on diskette or mass storage, sequential, menu-driven, or automatic sequence frame-presentation routines as well as the capacity to access and transmit frames to and from other computer sources.

Further information can be obtained from Tayson Information Technology, 275 Comstock Road, Scarborough, Ontario, Canada, M1L 2H2. Telephone (416) 288-0550.

WORLD WEATHERWATCH

A world weatherwatch forecasting system has been developed using NAPLPS videotex technology.

World Weatherwatch, a division of Meteorological Environmental Planning Ltd. (MEP) and American Weatherwatch Inc., provides highly accurate weather forecasts for practically any location in the world. More than 10,000 pages of information, presented in easily-understood colour graphics, are being produced and issued each month.



MEP meteorologists analyse a continuous flow of weather data to produce highly accurate forecasts for a large number of different users.

MEP provides agricultural weather information to the Grassroots project in Manitoba, Canada, and the Viewcom program in California, as well as supplying videotex weather information on an operational basis to several database systems.

The company also provides long-term forecasts for temperature and precipitation on its videotex database which contains recent climatological data and present conditions for several agricultural regions in the U.S., Canada, and Asia.

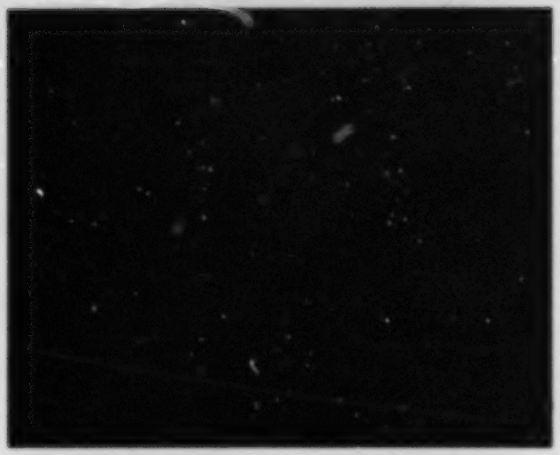
The company says NAPLPS technology provides an excellent medium for the dissemination of weather information due to the ability to maintain up-to-date databases, the high-resolution graphics, and the possibility of providing derived parameters such as potential evaporation and irrigation requirements for specific sites.

MEP has also developed distinctive weather graphics for use in television broadcasts.

The detailed graphic capabilities of Telidon make it useful for the presentation of specialized meteorological data such as aviation routing data. Pilots can be shown the weather to be encountered en route in the form of a vertical cross-section extending to cruising altitude, portraying the location of frontal surfaces, freezing levels, hazards, and winds aloft. Sections can be updated as new information becomes available, or as the route is altered.

For marine operations, MEP can provide predicted wave heights for regions ranging from small lakes to oceans. Such areas can be mapped out, along with wind information to the same detail. The service can be made available through a satellite communications link such as Inmarsat and can be further used to determine the optimal routing for a vessel.

For further information, contact: Boris Wiseman, Meteorological & Environmental Planning Limited, 7050 Woodbine Avenue, Suite 100, Markham, Ontario, Canada, L3R 4G8.



TAKING STOCK

A stock chart service with information on more than 5,000 stocks has been developed using NAPLPS videotex technology.

Called Marketfax, the service covers stocks listed on the New York, American, Toronto and Vancouver exchanges. It enables stock traders to generate moving averages, point and figure charts, trend lines, commodities and price and volume listings, all in full colour.

Marketfax is a product of Faxtel Information Systems Ltd., of Toronto, Canada.

Using an advanced alphageometric coding protocol, Marketfax allows a trader to plot trend lines, on-balance volumes or moving averages after studying the high, low and closing prices of a stock.

The trend line, also known as the Coppock curve, is plotted in yellow. It is calculated using 100 periods of data over the price track of the stock. On-balance volume comes on the screen in red and plots a 70-period net volume or on-balance volume over the price track. It shows underlying accumulation and distribution of a stock.

The moving average line is plotted in purple and is calculated by using the closing prices over 100 day periods. It can be plotted to any length and a moving average of a different length can be plotted on the same screen for comparison.

Point and figure charts are provided by the Marketfax system. Hard-copy printouts can be obtained using an auxiliary printer.

To use the system, a trader must have access to Datapac in Canada or Telenet in the United States, and a videotex terminal or IBM Personal Computer configured to accept videotex.

Faxtel also offers Telichart which produces bar and line charts in full colour from Statistics Canada's database. This allows economists and others interested in statistical trends to analyse information more quickly than is possible with page upon page of statistical tables.

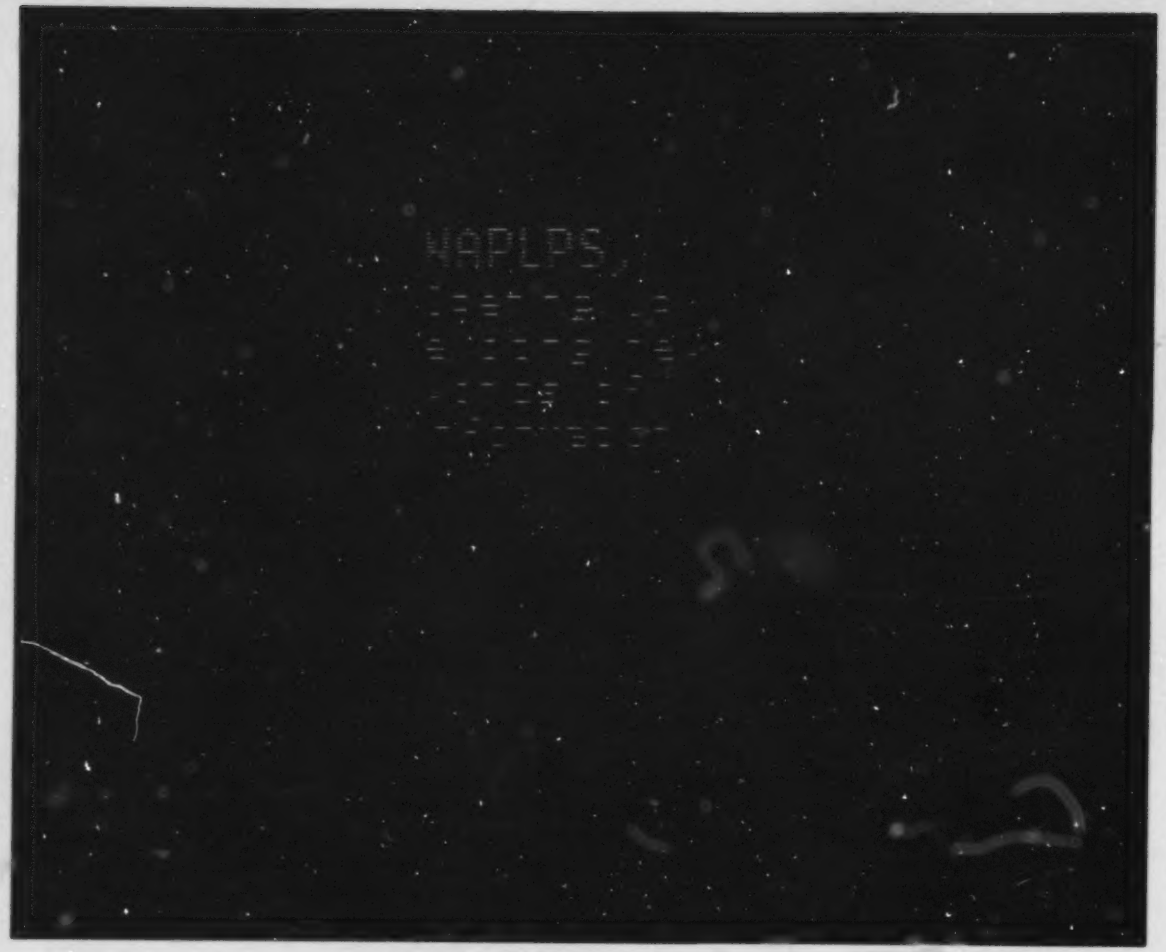
Combinations of line and bar charts can be shown together, either within the same grid or in split screen fashion. Telichart can also rescale the display and list the actual data values.

Further information is available from Faxtel Information Systems Ltd., Suite 500, 12 Sheppard Street. Toronto, Ontario, Canada, M5H 3A1. Telephone (416) 365-1899.

PC OWNERS ACCESS VIDEOTEX

A number of Canadian companies are active in developing software and hardware to allow standard personal computers to be used with NAPLPS videotex systems.

Microstar Software Ltd., for example, has introduced a software product for IBM PC and compatible microcomputers that acts as a videotex decoder. Stored on a 5¼-inch diskette, the software uses standard hardware available for IBM PC and compatible microcomputers.



The software is one of the first on the market enabling microcomputers to access videotex and Telidon services. The software. Microstar's Videotex Interpreter, allows videotex text and graphics to be captured through hard-copy output. Peter Jordan, Microstar's president, says a software approach to decoding was taken "to protect against obsolescence and provide the best opportunity to integrate videotex into existing information systems."

Available in Canada and the United States, the software currently runs on the IBM PC, Hyperion, Columbia and Compaq micro-computers.

Jordan says he expects to face strong demand for the product. "There are more than 500,000 IBM PC or compatible microcomputers out there and we're providing the software that will allow them to access Telidon or other videotex services. We're sure to capture a substantial part of that market."

For further information, contact: Microstar Software Ltd., 687 Mansfield Ave., Ottawa, Ontario, Canada, K2A 2T5. Telephone (613) 722-7426.

Other Canadian firms active in the NAPLPS personal computer field include Avcor, Network Videotex Systems, Inc., Microtaure, Limicon, Inc., Fulcrum Technologies and Formic Videotex Systems.

RAZZLE DAZZLE PRESENTATIONS

Videotex high-resolution graphics are the basis for a new generation of high-impact, colourful presentations for use at trade shows and briefings or as a new kind of A-V medium.

When Canada's Department of External Affairs wanted to promote Canadian products and services at international auto parts trade shows, it used an interactive videotex system developed by Avcor, one of North America's largest graphics communications firms.

Known as the Avcor Information Display system (AID), it allows show visitors to access information on Canadian firms interested in exporting. The information can also be produced instantly in a letter-quality report form.

YOU STILL HAVE TO HANG IT

How do you create new wallpaper designs?

When a major British manufacturer of wallpaper and floor coverings wanted to create and test new wallpaper lines, it had two choices:

- set up presses for expensive test runs with dyes, or
- introduce a videotex graphic system that could reproduce 4096 shades of colour.

The choice was simple. The manufacturers installed Limicon Incorporated's GraphEase software in a NAPLPS videotex system to produce thousands of colour options and combinations.

Productivity increased by a factor of 10 while the cost of running test press-runs with messy dyes was eliminated altogether.

GraphEase and its companion software, Telecalc II, are two NAPLPS authoring products which run on specially configured Commodore Business Computers.

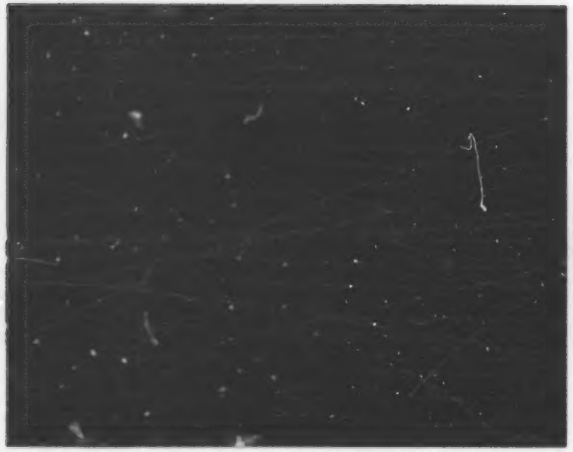
GraphEase is a NAPLPS authoring system which enables easy creation and editing of high-quality graphics. The software can also be used to create libraries of objects or designs for later recombination into new pictures.

The software enables complex displays to be generated from small data files or rapid bursts of teletext and videotex data. Many cable TV operators are looking into GraphEase as a reasonably-priced means of creating and maintaining several channels of graphics and textual information.

Telecalc II is a chartmaker mated to the highly popular VisiCalc. Simple or complex VisiCalc data files can be rendered into charts. Up to 12 individual entities can be charted across up to 21 events in any positive range.

Telecalc II produces completed multi-coloured NAPLPS frames which can be enhanced by GraphEase or used on their own in a presentation.

Further information can be obtained from Limicon Inc., at 144 Hampton Avenue, Toronto, Ontario, Canada, M4K 2Z1. Telephone (416) 465-4058.



THE NEXT BUS WILL ARRIVE AT . . .

The Ottawa-Carleton Regional Transit Commission is one of the most progressive urban bus transportation systems in North America.

The system, called OC Transpo, has experienced continuous growth since 1972 when the bus service was regionalized in Canada's capital. The region has a population of 500,000.

In its first decade, OC Transpo has shown itself to be an innovator in providing transit information.

It started with system maps posted in shelters, route maps posted at bus stops and an automated schedule information system which can be accessed from home telephones.

The most recent service improvement has been the addition of video displays of schedule information using the high-resolution graphics of NAPLPS technology. Units are installed in shopping centres and the inter-city bus transportation terminals.

The displays show the bus route number, name, and the number of minutes until the next two arrivals at the stop. Colour-coded symbols indicate the status of the route: a short, medium or long delay is indicated by a green, blue or magenta dot.

A trip less than five minutes away is displayed in yellow while the last trip on a route is highlighted by a cyan box. A last trip less than five minutes away is accompanied by a flashing dot.

The system was developed by Teleride/Sage and Genesys, a videotex applications firm.

Transit control and information systems are being marketed throughout Canada and the United States. In one installation, in Mississauga, a suburb of Toronto, Canada, a 35 per cent increase in ridership was reported by the Mississauga Transit Authority.

Further information can be obtained from Teleride/Sage, Suite 500, 156 Front Street West, Toronto, Ontario, Canada, M5J 2L6. Telephone (416) 596-1940. Or Genesys, 1755 Courtwood Cres., Ottawa, Canada, K2C 3J4. Telephone (613) 226-8740.

THE VIDEOTEX LIFE LINE

The Canadian Hospital Association (CHA) has initiated a national videotex system for transmitting information on poisons and drugs, medical devices, hospital design, statistics, and for conferences among hospitals throughout Canada.

The system is designed to provide timely and useful health-related information and enhance communication among professionals in Canada's health care industry.

The system will provide users with an inventory of health communications projects, including descriptions of operational telemedicine and telehealth projects; act as a disseminator of poison control information; and provide lecturers and medical communicators with a fast, high-quality graphics service.

In addition, the system will provide detailed information on medical devices and technology, a directory of health seminars and conferences, including registration using videotex terminals, computer conferencing and teleconferencing, statistics such as contract settlement data, and electronic bulletins.

The CHA became interested in using Telidon as a medium for transmitting health-related data early in 1982 and purchased a page creation system and four videotex decoders to evaluate the system.

Over the next year, this pre-trial was successfully demonstrated to a wide spectrum of health care professionals and administrators and has since been expanded. The initial trial was the pivotal step in gaining full acceptance and use of the system by the more than 1,350 hospitals in the full hospital network.

Since one organization and one host computer are not sufficient to process and store the vast amount of information that the Association sees resulting from a country-wide health information network, there are plans for a decentralized network which would eventually have provincial hosts interlinked with a national host.

For further information, contact: Paul Hurley, Co-ordinator of Telidon Services, Canadian Hospital Association, 17 York Street, Ottawa, Ontario, Canada, K1N 9J6.

ONTARIO FARMERS PLUG INTO THE INFORMATION AGE

Ontario farmers now have a way to plug their farm, business, or home into the information age. Called Universitel, it is a videotex-based agricultural information service providing more than 60,000 pages of information.

Universitel is a trial service established by the University of Guelph using videotex to serve the agricultural industry in Ontario. Universitel is adapting and expanding Grassroots, the Telidon information system now serving farmers in Western Canada. At present, more than 60,000 pages of information are on the system, with additional pages being added continually.

Universitel presents a promising new medium through which Canada's prime agricultural university can reach the agricultural community, other professional groups, and the general public.

Universitel makes it possible for farmers to access:

- regional weather forecasts, updated three times daily;
- commodity prices from the Winnipeg Commodity Exchange, the Chicago Board of Trade and several Ontario sources, updated every 15 minutes, daily or weekly; and
- interactive farm management programs, including machinery and equipment selection, land purchase versus rental analysis, fertilizer use, hog analyser, fixed cost calculator, mortgage calculator, feed analyser, and many others.

In addition, Universitel has developed information packages specifically for Ontario agriculture:

- recommendations for agricultural management from the Ontario Ministry of Agriculture and Food, and the University of Guelph;
- interactive farm management programs;
- educational opportunities covering agri-business, independent study courses, seminars and conferences;
- animal health information;
- research results;
- information packages on crops and livestock; and
- an Ontario calendar of events.

Universitel has focused primarily on agriculture to date, building on the Grassroots network, but is now developing Vet-Tel, an information service for veterinarians, and other databases for specialized audiences.

For further information, contact: Ian K. Easterbrook, Universitel, c/o Raithby House, University of Guelph, Guelph, Ontario, Canada, N1G 2W1.

TELIDON -- FOR THE RECORD

The Canadian Record Catalogue is the world's most sophisticated music industry database.

It lists all Canadian recordings by song title, performer, album title, composer, and a variety of other categories and is available in printed form or on-line.

NAPLPS graphics are used to depict album covers and portraits of the artists. This feature is especially valuable for in-store promotional use.

When the terminal was shown at the 16th International Record and Music Publishing Market in Cannes, France, performers such as composer and singer Valdy and singer Céline Dion were amazed at the clarity of the graphics.

All listings are in English and French, Canada's two official languages.

The database is being expanded to contain information on all records available in Canada, regardless of origin. The original 50,000 records are now being increased to 200,000.

Subscribers to the system pay a yearly charge for on-line access, which includes one hour of free time, after which they are billed by the number of hours used in searching the system.

The on-line music encyclopedia includes information such as label and distributor, record status - whether current or depleted - eight track or cassette availability, musical category, language, release data and playing time.

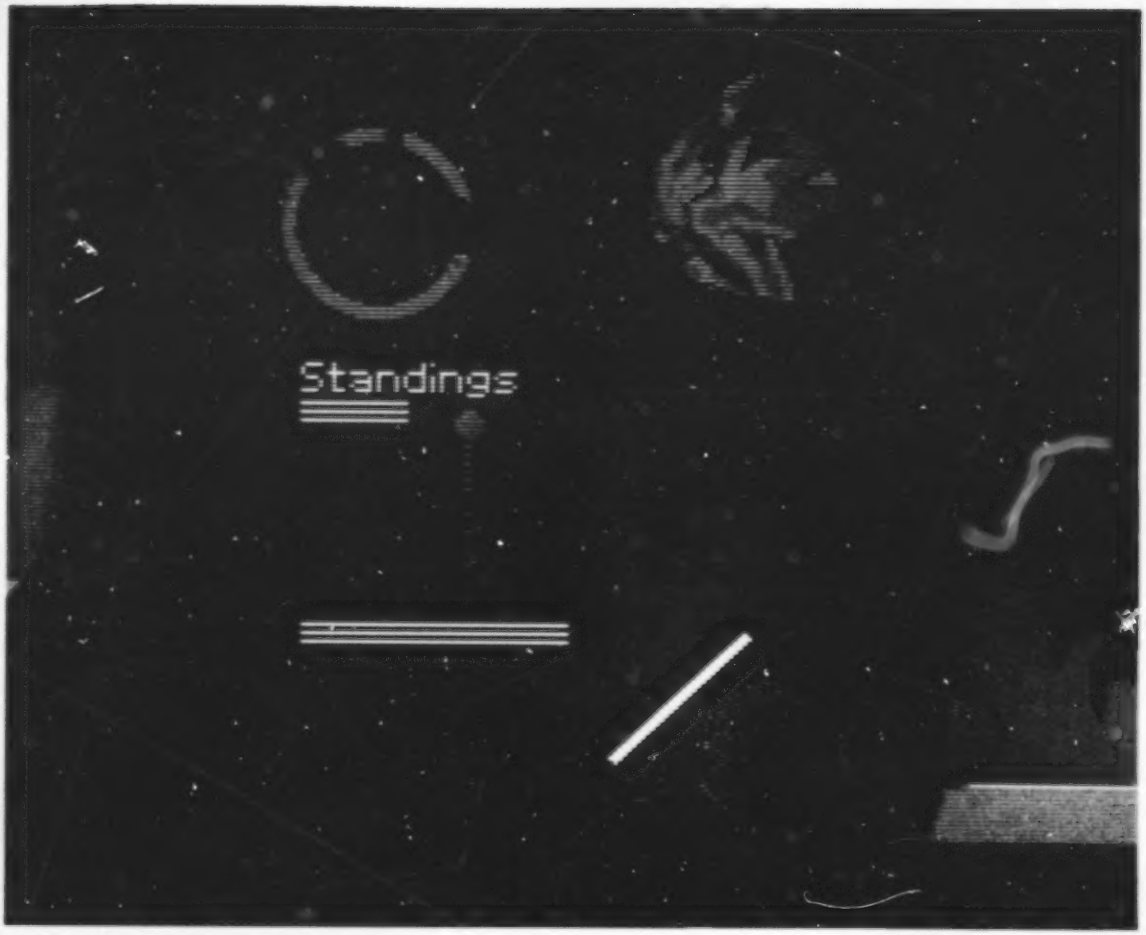
Subscribers can access the publishing history, including awards, biographical information and chart and airplay history which is updated weekly.

The data can be tailored to specialized uses including extracts of reviews and interviews about an artist, record jacket display, lists of addresses and other information.

The system is also capable of storing, processing and transmitting actual music to a subscriber through the use of a McLeyvier synthesizer.

Sheet music can also be transmitted through the system and printed on a dot matrix printer.

The printed and on-line catalogues are available through the CIRPA/ADISQ Foundation, Suite 330, 144 Front Street West, Toronto, Ontario, Canada, M5J 2L7. Telephone (416) 593-4545.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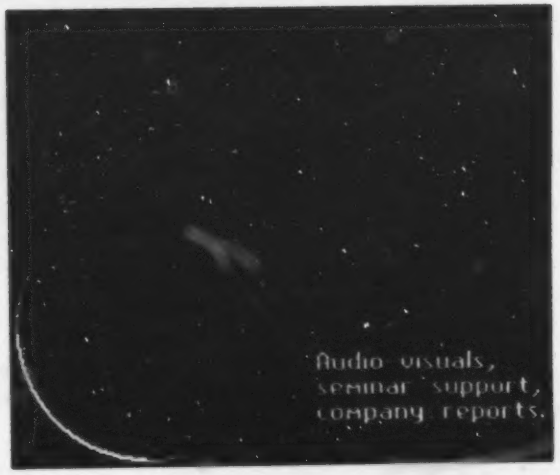

The system, which combines the portability of microcomputers with the graphic capabilities of videotex, will also store and provide vital information on the visitor for follow-up by Canadian firms.

Information on each company in the database is displayed in a colourful graphic and textual format and can be available in the visitor's choice of several languages such as English, French, German and Japanese.

AID Database Software operates on a variety of microcomputers.

The software offers a complete opinion poll program with immediate resolution and statistical analysis of market research data on visitors which can quickly be printed and forwarded.

Avcor, a division of Southam Communications Limited of Toronto, has also made unique advances in videotex graphics applications by improving the quality of images, making them suitable for and compatible with videotape commercial production, teleconferencing, corporate and sales presentations and educational uses.

AID systems now in development implement the latest technologies of voice response and recognition. This enables videotex system users to extend their capabilities to reach mass audiences in many languages and opens the window to heightened sensory dimensions to virtually any application.

Further information can be obtained from Avcor, 512 King Street East, Toronto, Ontario, Canada M5A 1M1. Telephone (416) 864-9240.

THE CANADIAN CONNECTION

You've seen some of the exciting developments taking place in the world of videotex. Now is the time to explore further, by talking with the acknowledged experts in NAPLPS videotex technology and systems. Since the technology was invented and developed in Canada, Canadian companies have had more experience with NAPLPS than any others anywhere in the world.

For more information, contact:

Brian Casey
Telidon Marketing, (TIS)
External Affairs
125 Sussex Drive
Ottawa, Canada K1A 0G2
(819) 994-4445
(819) 994-4076

This is one of a series of 10 brochures covering various aspects of this exciting new technology. Titles in the series include:

- Videotex and the World of Business
- Videotex and Banking
- Videotex: New Tool for the Retailer
- Videotex and the Personal Computer
- Videotex and Cable TV
- Videotex and Education
- Videotex: New Tool for the Travel Industry
- Videotex and Government
- Videotex and Electronic Publishing
- Videotex: A Thousand and One Applications

In addition, a Catalogue of Canadian Videotex Suppliers, is also available. These may be obtained through the contact above.

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